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COMMITTEE MEMBERS

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Dr Siti Salwa Md Sawari

Programme Manager
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Secretary
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Program Coordinators
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Nur Hidayah Mohd Fadzil

Tentative Program

ACCEPTANCE OF NON-MUSLIMS TOWARDS MUSLIMS FRIENDLY TRAVEL

Nadhirah Husna Norazman* and Mazni Saad

Kulliyah of Languages and Management, International Islamic University Malaysia, Education Hub
Pagoh, KM 1, Jalan Panchor, Pagoh, 84600 Muar, Johor, Malaysia

*Corresponding author: nadhirah.norazman97@gmail.com

Abstract

Singapore's Crescent Rating and the United States' Dinar Standard have reported that Malaysia was chosen as one of the world's top destination for Muslim travellers. With an abundance of halal food, prayer facilities and Islamic attractions Malaysia is known as an ideal Islamic tourism destination. However, there are very little research or study conducted focus on the acceptance of Non-Muslims specifically in Muslim friendly travel. Hence, this paper analyses the acceptance of the Non-Muslims towards Muslim friendly travel by examining three factors which are subjective knowledge, perceived quality and attitude. The research aims to examine the current levels of acceptance of Non-Muslims towards Muslim friendly travel and the factors that determine the Non-Muslim level of acceptance towards the Muslims friendly travel. Accordingly, the existing literature three hypotheses were constructed which are: 1) there is a positive relationship between subjective knowledge and acceptance, 2) there is a positive relationship between perceived quality and acceptance and 3) there is a positive relationship between attitudes towards the acceptance. Convenience sampling technique was used and this research has obtained 36 respondents in areas within the Masjid Open Day from Kuala Lumpur and Selangor. The results showed that subjective knowledge and perceived quality have a positive relationship with acceptance. On the other hand, attitude has a negative relationship with acceptance. The research outcomes may offer a new understanding of the acceptance of the Non-Muslims towards Muslim friendly travel, particularly for the government and business entities.

Keywords: Muslim friendly travel, Non-Muslims, acceptance, subjective knowledge, perceived knowledge, attitude.